

Merry Christmas

TO ALL OF YOU FROM ALL OF US — John Keck, Bill Rodgers, Esther Newman, Marjorie Conrad, Beverly Thompson,

son, Charles Melvin, Harry Brown, Tenchi Camarena, Stephen Main, Davis Harp, Gardner Wheeler, Susan Rodgers, Bobby Alba,

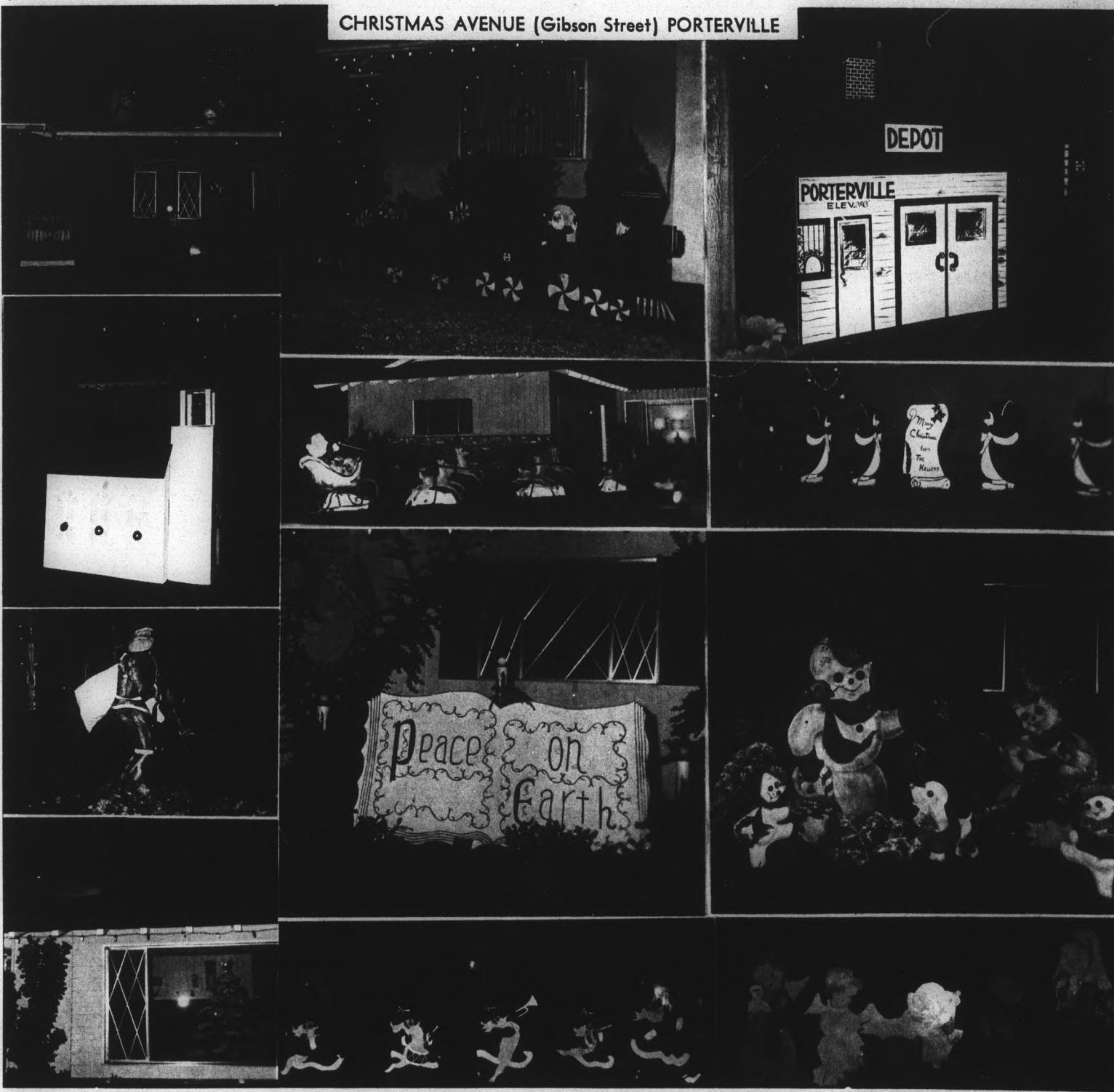
The FARM TRIBUNE

Vol. XVII, No. 28

PUBLISHED WEEKLY — PORTERVILLE, CALIFORNIA

Thursday, December 26, 1963

CHRISTMAS AVENUE (Gibson Street) PORTERVILLE



A Christmas Story

By Al Hilton

It was a tough old winter in Nevada when, as a young feller I was invited to spend the winter with a large cow outfit and attend a country school and doin' odd jobs for my keep.

The cattle barons had no use for nesters even though the homesteaders and ex-cowboys had as much right to the open range as the big cow outfits. They would locate near a water hole, have a piece of bottom land and a small meadow, usually several milk cows and a pig or two and often a large family of children.

The old-time cowboy was all for the nester. It was probably his family that touched the soft spot of the cowboy. There was never a Christmas went by that line riders for the big outfits wouldn't pool their wages and make up a kitty for the nester's family.

The nearest store was at the little cow town of Manhattan about fifteen miles away. The cowboys would ride into town for a little Christmas cheer and there was always one of the group that could be trusted with the Christmas shopping.

My partner for the winter's line-riding was a feller called Butch Johnson, a good-natured cowboy who had never been to California to see the ocean. There were three nester families in our circle rides. All had two to four children. One of the boys from the home ranch brought our share of Christmas stuff which we had already talked

about dividing among the three families.

The day before Christmas we decided to saddle up and call on our nester friends. It was Christmas Eve and we started with the Dick Mortons, as he had the largest family of four children. When we reached his place we found him in the corral, tears running down his face.

"What's the trouble, Dick?" we asked.

"Well my wife's pet cow Flossie had a calf last night and it was dead, I am afraid to tell her," Dick replied.

"How long has it been dead?"

Butch asked.

"Not long, it's still warm," Dick said.

It was the time for quick thing-ing. Butch said "You and Dick go and skin the calf out. Get all the skin from the legs and don't let the Missus know what you're doing. I'm going to take a ride up Cow Creek. Don't let the skin get cold, no matter what."

We had a hunch about what he reckoned to do. Before he even got to the big alkali marsh on Cow Creek he heard a calf bawling. It had a squeaky voice like it was about the tail-end of its bawling, and he hurried "Old

Baldy" up, thinking it might be a lobo wolf that had the calf.

When he came in sight of the marsh there was an old mossy cow bogged down to her sides in the center of that marsh and her baby bawling his head off and running around the marsh. Butch took down his rope and tied it onto old boss. The first cast just did make her head. But it had scared her baby who was high-tailing it up the creek. It was a good thing Butch had his other rope on the saddle. The little slick-ear gave him a hot chase until the loop settled on him.

Now he was up against it again. A rope on his mother and only one way to get the calf to his Ma. Pack him on Old Baldy, and he had never tried to go double on him. But the horse was good as

(Continued On Page 2)

CHRISTMAS STORY

(Continued From Page 1)

gold on a rope, as Butch boosted the little slick ear into the saddle seat and slipped in back of him.

Everything went fine until Little Slick tried to move. One of his sharp toes raked Old Baldy down the neck. Then things happened. Trying to stay up there and still hold that old cow's baby is one ride that he will always remember.

Well, Old Baldy finally got the steam out of his system and they circled back to Little Slick-Ears' mother. Slipping off his horse Butch hog-tied the rascal so he could get the mother out of the swamp. "And here, Baldy, is where I get even with you" he thought.

They had pulled cows out of swamps before but this old moss back must have been locoed to get herself in the fix she was in. Baldy pulled her head around to her side, and pulled away from every angle and finally got her on her side. Then he knew Baldy would get her out.

What a sorry sight she was, plastered with alkali mud until it was hard to tell her color. Now came the hard part to clean away that mud so that little shaver could find his "Fountain of Youth".

Well, he done a lot o' buckin' until he got what-makes-big-steers into his mouth. His little tail began to wiggle. His sides began to

roll out. It was worth the hard work to see his happy expression.

"Now, Pardner, I'm going to choke you off. You're going to have another mother to milk out." He took the rope off the old moss-back, knowing she would be on the prod when she got on her feet and that you usually get horned for such troubles.

By this time Old Baldy was sure tired and willing to carry double without fuss, and they soon made it to the nester's place. It didn't take long to tie the hide from old Flossie's calf on the little live calf. The substitution worked. Flossie liked to have run the calf down trying to tell him she was his mother. Old Dick couldn't believe what he saw. He didn't let his wife come to the corral.

"Well, it is time for us to be going until after supper" said Butch. "It's only five miles to our camp. Let's see if we can find a jack pine tree for Christmas and we will be back to help trim it." I added.

As we rode back to camp our talk was of the nesters trying to make a living fighting for their rights. As we reached the shack and put the horses in the shed we were eager to open the sack the boys had brought from the home ranch. We took our list out. As Butch took the stuff from the gunny sack I checked off a pair of mitts and a cap for old Dick, warm

stockings and overshoes for his wife, size 5.

"Now the kids — their little girl, what would you say her age is?" Butch asked, his head poked in the sack.

"Well, about six years I reckon. You can't miss any of their ages by far. They come along every full moon."

"Here is a dress for a ten year old that may be a little large, but she'll grow into it. A pair of mittens, size 10. Overshoes, size 8. That's about right for a gal. Now the boys — we'll start with size 5 and drop a number for each one. They can switch around until they find a pair they can wiggle into, just like cowboots. If you can get in 'em an' soak 'em down, they'll fit. Now get the other sack Butch, with five pounds of hard candy. We will leave half of it for the other families."

Ten pounds of mixed nuts and ten more pounds of popcorn completed our gifts. We got flour sacks, divided the nuts and corn into them and were on our way, like old Saint Nick himself.

As we rode along Butch opened up more than usual. He talked a lot about his hard life in Nevada. He had never opened up like this with me before. Guess the Christmas spirit caught him off guard. His father's and mother's families were both squatters in the hard winters of '88-'89 they lost all their stock. He then talked of the calf that he brought in that day and was sure it would mean a lot to Dick's wife, that poor old soul.

She had so little in this world, raising four children with little to go on. He said "I am anxious to see her when she sees that calf." Let's take the hide off before we go to the house."

In the corral stood old Flossie licking her new calf's hide and the

Little Slicker was getting his bread basket full of good warm milk.

Dick had shooed the kids off to the back room or to bed. We got to work on the tree. The Missus said she would cook the popcorn. Butch wanted me to fix the tree as he had never seen a Christmas tree himself.

"Have you any syrup?" I asked. "If you have we'll make popcorn balls and tie them on the tree for decorations. Hurry up with that popcorn!" She's a poppin' pardner," come back quick from Mrs. Moran.

"Now Mrs. Moran, have you got any cotton battin'?" and she rushed to get what she used to make quilts. We threw little patches all through the green tree. Dick nailed the tree to a small box and I covered the box with cotton battin', too. Mrs. Moran brought thread as we made popcorn balls. I strung them for decorations, and Dick cracked a big dish of nuts. There was a big heapin' dish of candy, too. We needed some candles, and Dick found them in the closet. We lit one to stick them to the board floor around the tree. The presents were then all put under the tree. The boys' all together, so they could have the fun an' excitement of picking out their size. The little girl's stuff was put separate. The candles would let Santa read the packages, Butch said.

Finally we were all set to let the kids in. It was something I will always remember. Those poor kids just stood and stared. Finally they went for the candy and popcorn balls first. The little girl Sally went for the dresses, while Mrs. Moran stood with her mouth open. Tears were running down her cheeks. Dick was spell bound. Mother Boran asked me to read

something Dick had written on a piece of paper, which said: "A nice bull calf is in the corral getting his stomach full of Flossie's milk." Well she broke out of the door like a spooked antelope and ran to the corral. When she got back she rushed to Dick, threw her arms around him and gave him a lingering kiss.

Butch and I were both kids again that day. It took so little to make a body happy in those days. It was hard to break away but finally we saddled up and rode to our shack. Two more squatter families were to be visited for Christmas, but Butch and I talked most of the night about those kids, and the grateful look in Dick's eyes when he said, "Good night and God bless you, boys, I will never forget you both or the little slick-ear calf which made the missus so happy. We will get our brand on him soon and he will no longer be an orphan."

This is the way Christmas was celebrated back in the lean years when the cowboy was in his prime, and the cattle baron had our ranges stocked with cattle eatin' our precious God-given grass, but all was right with the world because there was peace on earth an' good will among men.



CHRISTMAS
In Porterville

SENIORS Make An

Appointment Today

For Your
SENIOR PORTRAIT

Glossy print delivered to
El Granito with each order
at

Hammond
"The Photographer
In Your Town"

1018 Sunnyside Avenue
SU 4-4138

Convenient Parking
A TUESDAY BONUS STORE

The Farm Tribune

Published Every Thursday at
413 East Oak Street
Porterville, California

John H. Keck - William R. Rodgers
Co-Publishers and Owners

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Greetings EVERYONE!

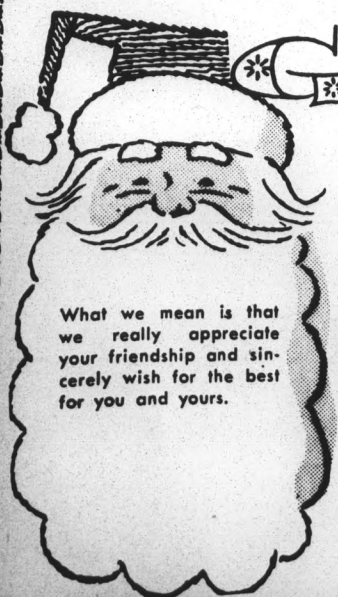
It is an old happy custom
and it warms the hearts of
giver and receiver — so we
are happy to wish you the
merriest of all Christmases!

UNITED LUMBER YARDS
PORTERVILLE

Greetings

Your friendship's been a blessing
In very many ways . . .
Your friendship and your patronage
Have brightened up our days.
And so it's only natural
Now Christmas time is due
To thank you and to wish you
Many special blessings, too.

STATE FARM INSURANCE COMPANIES
2419 W. Olive SU 4-6370



PRECISION
BRAKE AND WHEEL
1028 N. Main SU 4-5238

Greetings



IT'S
Christmas

BLUE GOOSE GROWERS, Inc.
PORTERVILLE



Wind Machines Can Ice Up Then Shake To Pieces

By Karl W. Opitz
Farm Advisor

VISALIA, Dec. 26—Citrus growers should avoid wind machine operation in foggy weather unless the machine has a metal propeller and the exhaust can be turned so that it blows on the prop. Otherwise, ice forms on the propeller, puts it out of balance, and may cause the machine to fall apart.

Only rarely does the temperature drop low enough during foggy nights to require frost protection. When thermostatic controls are set to switch on electrically powered machines at temperatures above freezing the chances of icing the prop increase. Ice may form on the prop when the air temperature is above 32° F., due to the cooling effect of moisture evaporating because of the action of the air stream.

Gas powered machines are subject to the same troubles when run under similar conditions. The only sure way to stay out of icing trou-



Finance & Thrift Pays Another Dividend

PORTERVILLE, Dec. 26 — The board of directors of Finance & Thrift Co. has voted a fourth quarter dividend in the amount of \$3.75 per share and an extra dividend of \$3.00 per share on the company's common stock, payable on or about December 17, 1963, to all stockholders of record as of

CHRISTMAS IN PORTERVILLE

December 1, 1963. With the payment of this dividend, Finance & Thrift Co. has paid the stockholders a total of \$18.00 per share during the year 1963.

ROY WITT PLUMBING

947 Third St. SU 4-2636



Christmas SPIRIT

OUR wish for you this peaceful happy day conveys the spirit of good fellowship we feel. May this Christmas be filled with treasured thoughtfulness for you and your family.

The Juven-Aire

For Distinctive Children's Wear
405 North Main Street

THE *TEEN-AIRE*

The Junior Miss Shop
306 E. Mill Street



CHRISTMAS IN PORTERVILLE



Season's Joy

Ages old . . . but ever new our Christmas greetings ring so true accompanied by warm, good cheer now and in the coming year.

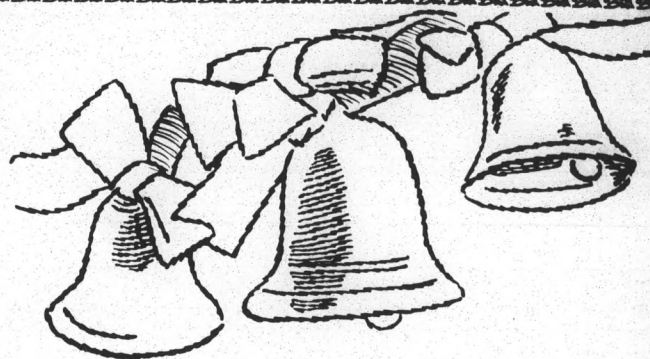
GREETINGS . . .

From all of us at

THE BANK OF AMERICA

152 N. Main

Phone SU 4-7300



May the joys of the holy season be yours today and all through the year to come.

DAVIS EQUIPMENT COMPANY

1632 East Springville Drive — Springville — Phone 784-2961

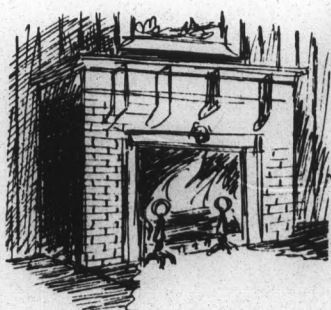
MERRY CHRISTMAS



We greet you as one friend to another, wishing only the very best for you in every way not only through the holidays but through all the coming year.

A. F. DENTON ELECTRIC

CURLEY and LAURA DENTON
1011 Second Avenue Phone SU 4-1296



Greetings

We greet you warmly this happy season with sincere thankfulness for your patronage.

PORTERVILLE LUMBER & MATERIALS CO.

1255 N. Main

Phone SU 4-1612

Christmas CALLS YOU TO CHURCH...



Freedom of Religion . . . An American Heritage

GO back to the days of the Pilgrims . . . find out why they came to this country and why they stayed. When you know these facts you'll know why America is great . . . and you'll cherish your Freedom of Religion! This Christmas it is more important for you to go to Church than it has been in many years . . . for in the Church you will find the peace that the world of today sadly lacks. In the Church you will find a new optimistic you! You will discover that faith, reverence and tolerance are three elements that should play an all-important part in governing your everyday life. You will also begin to look at the past, present and future with a new perspective . . . a perspective that will let you live your life completely and joyously. And remember, regardless of your beliefs, that the Church represents unity of people who have common beliefs . . . that here in America you can worship what you please, when you please and how you please. Take full advantage of this great heritage . . . come to Church on Christmas!

The Churches of Porterville Extend A Warm Invitation
To You and Your Family To Attend Church This Christmas

★ ★ ★



This space made available by courtesy of:

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Porterville

Phone SU 4-7180



PORTERVILLE LIBRARY OFFERS NEW BOOKS

OF GOOD AND EVIL, by Ernest K. Gann, is a fast paced novel of police method and detection in San Francisco. According to the foreword, the author was allowed to "live" with the San Francisco Police Department and the resulting novel concerns a packed day with this department. The police chief is a wise, competent man who knows his criminals. A big gangster is booted out of town, a suicide is argued with on the bridge, a burglar is shot, a case of rape is adjusted — in fact, about a dozen story lines are spun out and interweave back to the same point in the same day. The not-so-subtle sermonizing of the police in regard to juvenile delinquency control, race matters and the good old days of the open brothel are presumed to be accurate renderings of "the police mind". The novel is the Headquarters' headache expertly told.

A beautifully written, flavorful novel that women will love, is titled **CAREFUL HE MIGHT HEAR YOU**, by Sumner Elliott. It takes the reader fully into the world of an Australian family at war within itself for the custody of a six-year-old nephew. The contestants are two sisters; one, smooth, poised, selfish, wealthy, and just returned from a long stay in England; the other, awkward, loving, and middle-aged. The story is told partly from the little boy's point of view, but with flashbacks and amplifications and insight into the adults' thoughts. The people are wonderfully real.

No long and windy plea for the conservation of wildlife could have the impact of **THE GREAT AUK**, by Allan Eckard — a short novel about the disappearance of a species: the basic story is factual, written in fictional form. The Great Auk resembled the penguin in structure and plumage — over 30 inches high and dressed tuxedo style. They could speed through the water like a fish, but they could not fly and their movement on land was as clumsy as a tumble toy. Each year they migrated close to 3,000 miles, swimming from the North Atlantic to the Carolinas and back. Their extinction was provided, not by nature, but by the greed and excess of the fishermen who literally lined the harmless creatures up and marched them to their deaths by braining on the shore of the mating island — they then proceeded to relax by playing football and baseball with the unprotected eggs. Eckert recreates the life cycle of what could have been the actual last Great Auk, and makes the reader care when this last of his kind is senselessly, needlessly killed. Written with power and skill.

When the White man set foot on the eastern shore of America, an estimated 60 million buffalo roamed the area of what is now the United States.

Porterville
GLASS

- AUTO GLASS (Ins. Rate)
- PLATE GLASS - MIRRORS
- FURNITURE TOPS
- WINDOW GLASS
- SHOWER DOORS
- ALUMINUM SLIDING DOORS
- ALUMINUM and STEEL SLIDING WINDOWS
- TUB ENCLOSURES

515 West Olive
SU 4-6038

Santa Claus Visits Poplar

POPLAR, Dec. 26—Santa Claus visited Poplar Tuesday afternoon to pass out Christmas treats to youngsters of the community. Giving Santa an assist were members of the Poplar chamber of commerce.

HUTCHINSON REELECTED PRESIDENT

POPLAR, Dec. 26 — H. H. Hutchinson has been reelected president of the Poplar chamber of commerce, along with H. O. Lindgren, vice president; and Mrs. Ray

4-H CLUBS TO BE HONORED AT BANQUET

POPLAR, Dec. 26 — Rockford and Pleasant View 4-H clubs will be honored at seventh annual banquet of the Poplar chamber of commerce, set for January 30.

Chamber President H. H. Hutchinson reports that planning is now underway for this community event. Tickets will go on sale early in the new year.

On feed for slaughter in California feed lots as of December 1 were 1,027,000 head of cattle and calves, a figure four per cent below November 1, but two per cent above a year ago.



From
Daybell
Nursery
By John

WISHING
YOU A



Christmas teaches us that as Jesus was born to make all men good . . . so He was born to make all men brothers . . . children of one God. Every human being is worth our love for the Lord sacrificed Himself for all of us.

DAYBELL'S



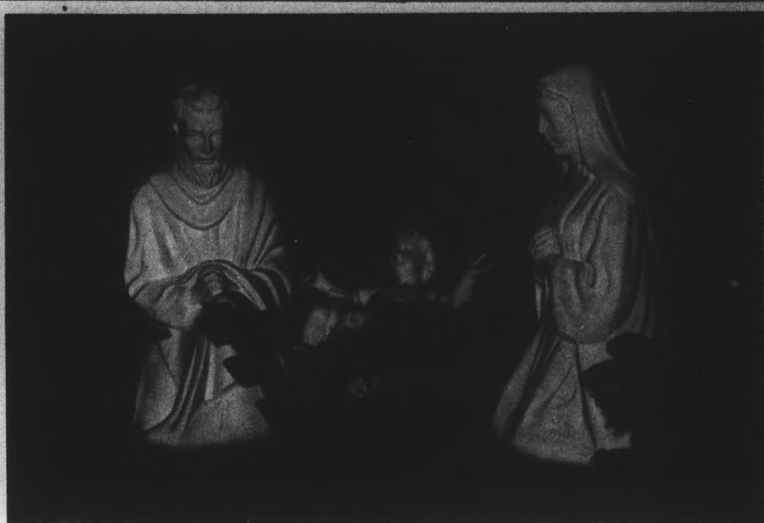
A Tuesday Bonus Store



George, secretary.

CHRISTMAS IN PORTERVILLE

Chamber directors reelected are: Roy Langston, J. B. Gibson, Walt Howard Tharp, Bill Taber, Arlie Flagler, Henry Oliver, Ray George Cates, B. F. Bunker, Foster Brinkley, W. H. Bunker, Paul Gibson, and James Bays. New directors are: Roger Gobel and Hap Sprague.



O Holy Night



The beauty of Christmas has come down to us through the birth of the Savior who taught the world that love is stronger than hate and good mightier than evil. May this prevailing spirit of good will embrace us all during this joyous holiday season.

And remember, regardless of your beliefs, the Church represents unity of those who have common beliefs . . . that here in America worship as you please, what you please, and when you please. Take full advantage of this great heritage . . . come to Church on Christmas! The Churches of Porterville extend you a warm welcome. This space made available by courtesy of:

5055 W. OLIVE
PORTERVILLE

SU 4-6724

PORTERVILLE READY MIX CO.



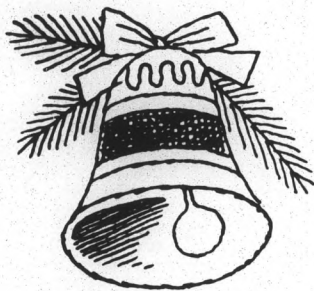
May the joys of a season noted for its happiness be multiplied for you this Christmas. A time-tried sentiment, 'tis true; yet, with the passing of the years, its meaning grows.

HASTINGS EQUIPMENT COMPANY

201 South Main

Phone SU 4-3100

NOEL



For unto us
is born today
a Savior who is
Christ, the Lord.

SHELL OIL DISTRIBUTING PLANT

EVERETT C. HAVENS and Family

503 South E Street

Phone SU 4-3017

Merry Christmas



Wishing you a Christmas
that has just everything . . .
The old, familiar pleasures . . .
You love remembering
New joys and old
remembrances
And the happy feeling, too
That the coming year is going
to be
The best one yet for you!

PORTERVILLE PUMP SHOP

Greetings from Otto Stromsheim and Staff

1207 W. Olive

Phone 784-4512



GREETINGS

The greeting's old but ever
new: We wish for nothing
but the best . . . for you
and you and YOU!

FAGGART BUICK — G. M. C.

E. M. and MARY FAGGART

220 South Main

SU 4-4595



CHRISTMAS In Porterville

GRAPEVINE PRUNING IN DORMANT SEASON

VISALIA, Dec. 26 — Grapevines may be pruned any time during the dormant season after the leaves have fallen. Food materials do not move out of the canes to the roots as is sometimes supposed. Fred Jensen, farm adviser, says that the starches in the canes do convert partially to sugars during the late autumn, but no change in the total amount of carbohydrates occurs.

If vines with canes as bearing units, such as Thompsons, are pruned early in the dormant season, some poor canes may be chosen which will later freeze or dry back because of poor wood maturity. After a couple of nights with freezing temperatures, these immature canes become more obvious to the pruner.

During periods of low temperatures, warnings against pruning are sometimes heard. Such beliefs have no substantiation. In fact, cuts ought not be closer to a bud than an inch and a half to keep the bud from drying out. The cut does not change the tolerance of the bud to temperature.

The time the buds push in the spring can be influenced by the time of pruning to some extent. In one trial on Emperors, vines were pruned at monthly intervals beginning in mid-November and ending in mid-March. The November, December, and January pruned vines all budded out about the

STATE COTTON 10 PER CENT BELOW LAST YEAR

SACRAMENTO, Dec. 26 — Still plagued by bad weather, cotton growers of the San Joaquin valley are "inching" along toward conclusion of the harvest season, while state-wide forecast for the crop year was estimated on December 1 to be 10 per cent under last year, at 1,715,000 bales from an estimated 732,000 acres.

Ginnings prior to December 1 total 1,299,000 bales, about 23 percent less than the 1,677,000 bales ginned same date last year. The cotton crop got off to a late start and has lagged two to three weeks behind normal during the entire growing and harvesting seasons.

In some areas harvest has been virtually at a standstill. The damp weather has served to lower cotton grades to greater extent than generally anticipated. For the most part, harvest conditions have been quite unfavorable.

same time. The February pruned vines showed a slight delay, but the mid-March pruned vines were delayed 10 days.

Similar trials with other spur-pruned varieties have given comparable results. The delay in budding out with late pruning, varies from year to year depending upon spring temperature, but is usually in the order of a week to ten days. To obtain the maximum possible delay, sometimes valuable as a frost protection device in cold locations, delay pruning until a few buds are beginning to break.

WALTER CAIRNS LEAVES LAND BANK ASSN.

Visalia, Dec. 26 — The board of directors of the Federal Land Bank association of Visalia has announced that Walter V. Cairns has resigned his position as manager of the association to give him more time for his farming interests in Tulare and Merced counties.

Maurice E. Ihde, manager of the Federal Land Bank association of Santa Rosa, was chosen to replace Cairns from several candidates for the position at a directors' meeting last Thursday. Ihde has managed the Santa Rosa office since 1948.

The announcement made by the Board of Directors states that under Cairns' management the Visalia association has more than doubled its outstanding loans to farmers and ranchers in Tulare county from \$5,350,000 in July 1956 to \$10,800,000 and that this year the association, for the first time will pay a six percent dividend to shareholders as compared to a five per cent dividend last year and four percent in the highest of the previous years.

TRAVEL

AIR - STEAMSHIP

ALL LINES

TOURS - CRUISES

Hanson Travel Service
218 Mill SU 4-2240

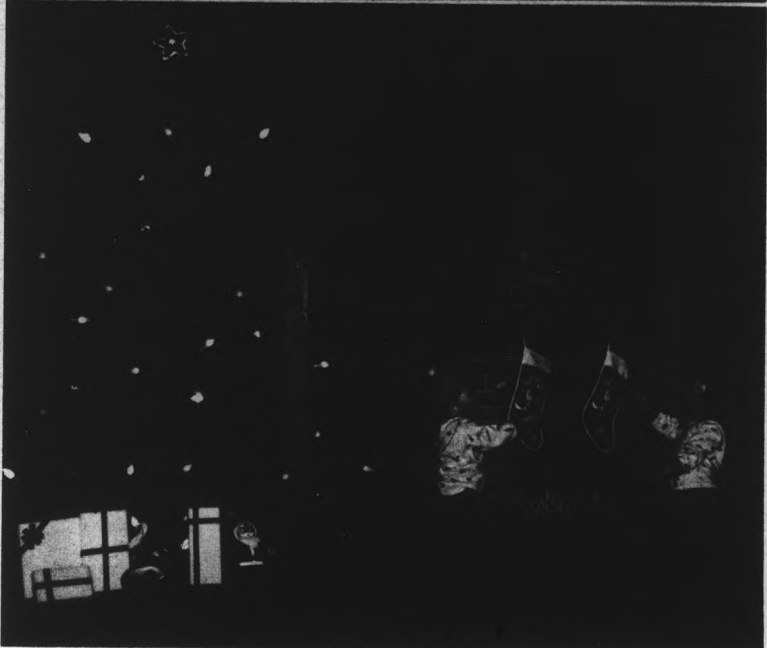
Christmas Greetings

May you experience every joy
of the Yuletide season and may
happiness and prosperity be with
you all through the coming year.

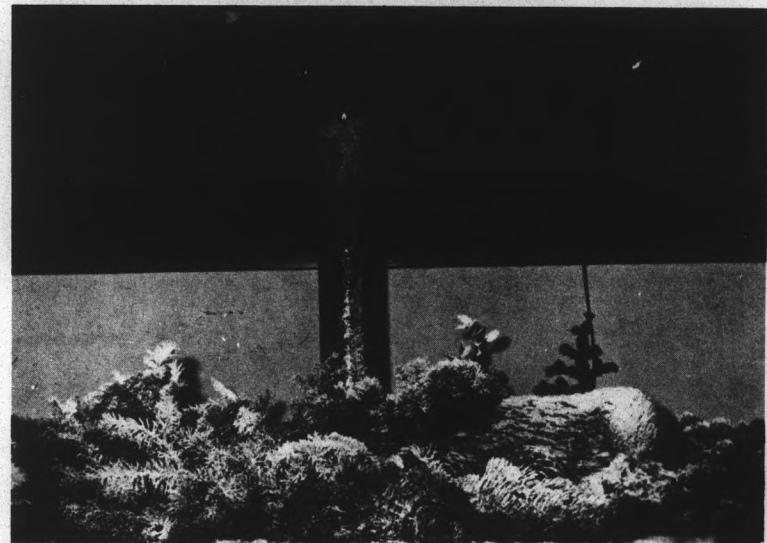
TOWN AND COUNTRY MARKET

2580 W. Olive

SU 4-6428



CHRISTMAS IN PORTERVILLE



CALIFORNIA SPEAKS

F. C. VOGEL, Sacramento—"No one is so positive about a fact as he whose opinions are not hampered by any restricting reference to reality."

MRS. V. HALLADA, Berkeley member, Discriminated - Against Ladies Over Forty—"Forty per cent of the women in the U. S. are over 40. Women over 40 are consistently turned down by employers on the basis of age. By current reasoning they should be forced to hire 40 per cent of their women employees from this discriminated-against group."

DR. MAX RAFFERTY, state supt. of orpublic instruction, on rumor of governorship ambition—"Big Daddy Unruh built me up as a 'candidate' for a month, then spent the rest of the year tearing me down."

MRS. GERTRUDE HINES, San Rafael home teacher—"Teachers have enough faith in our democracy that they can tell students about communism and dictatorships and give them freedom to choose."

MRS. JAMES BROWN, Apple Valley—"One of the main reasons for the signed and notarized loyalty oath is to provide a tool that can be used in court against the subverter or revolutionist."

DR. HARRISON BROWN, Caltech professor of geochemistry—"Some people estimate that we could feed four or five billion but if you made me dictator of the world the earth could support 200 billion. I'd give you an occasional steak made of alfalfa curd."

FRANK NUDO, after L.A. conviction for marrying a woman for her money—"If women are stupid enough to believe my stories, they deserve to lose their money."

W. R. SHERMAN, Orinda, on moon race—"How much better to use some of that money to solve the problem of desalting water."

HARRY THOMSON, Oakland, on moon race—"When the chips are down, I hope that I am on the side that is on the moon fustest with the mostest."

Jack Griggs BUTANE

Furnaces
Water Heaters
2-WAY RADIO SERVICE
1030 E. Date SU 4-4715

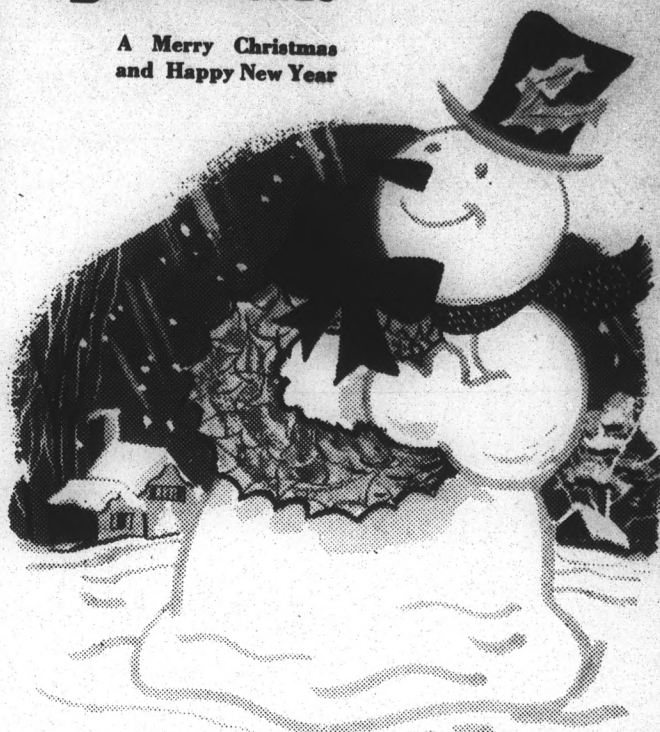
FROM THE PORTERVILLE STATE HOSPITAL



This Message Is Made Possible Through Personal Contributions By Members Of The Hospital Council Of Volunteers, Parents' Group, Advisory Board Of Trustees And The Policy Group Of THE PORTERVILLE STATE HOSPITAL.

BEST WISHES

A Merry Christmas
and Happy New Year



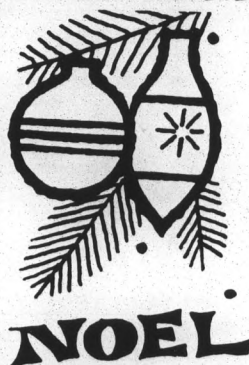
Brey-Wright Lumber Co.

Porterville — Terra Bella — Cotton Center



GREETINGS of the season to
the families and friends of our
customers and employees

FARMERS FEED & POULTRY EXCHANGE
111 South D Street Phone SU 4-3304



I'd like to sing
a song of cheer
right up by your front door,
then swing it wide and step
inside
and call to you once more:
"Merry Christmas."

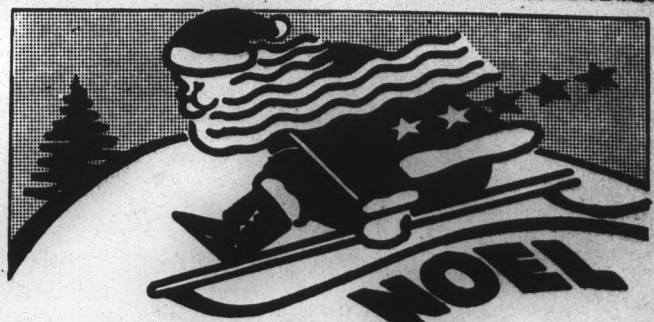
101 East Orange



**PORTERVILLE
SALES & SERVICE**

Home of the Lincoln, Mercury
and Studebaker

SU 4-3925

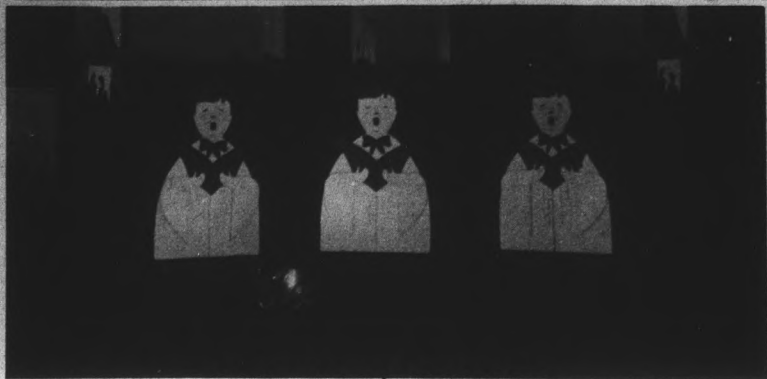


Greetings warm and wonderful come winging
your way from us today. May your home be
blessed with all that's good and bountiful.

JOHN E. WRIGHT LOANS

514 N. Hockett

Phone SU 4-4093



CHRISTMAS IN PORTERVILLE



WINNING ART students from Porterville High School who painted Christmas murals on wards at the Porterville State hospital are

shown above, from left: Sharon Springmeyer, Darlene Plamenatz, Barbara Dozier, Sherry Ferraz,

Bob Alcaparras, Bonnie Mohler, Steve Pixler, and Linda Moore. (Farm Tribune photo)

*Happy
Holiday*

Once again, sweet strains of that stirring hymn fill the air. With it go our wishes for your well-being and happiness at Christmas.

B & B APPLIANCE

514 South Main

Phone SU 4-6484



*Merry
Christmas*

May the holidays be filled with joy and happiness for you and your family.

ARDEN DAIRY PRODUCTS

Noble Dairy, local distributor
Arthur, Wesley, Stanley and Bob



May Your Christmas
Be Truly Merry!

Our wish is that this happy season will find you blessed by the love and companionship — and actual presence — of all your dear ones. May it be a very bright Christmas for you!

HONDA MOTORCYCLES OF PORTERVILLE

540 South Main

Phone 784-1386



GREETINGS

For two thousand years Christmas has brought peace to troubled minds and hearts. So may it be this year . . . for you and yours.

We at Security Bank extend our sincerest Holiday Greetings

**Security
First National
Bank**

Porterville Branch

SUNKIST SALES RUN \$222 MILLION DURING PAST YEAR; CITRUS GROWERS URGED TO KEEP PACE WITH PROGRESS

LOS ANGELES, Dec. 26 — Total delivered value of sales by Sunkist Growers, California-Arizona citrus marketing cooperative, during its 70th year ending October 31, was \$222 million, comprised of \$177 million fresh fruit and \$45 million products, General Manager F. R. Wilcox reported to the Sunkist board of directors at the annual meeting of the organization held last week in Los Angeles. "This was an increase of \$29 million over sales for the previous year," Wilcox said, "on a volume of business of 43 1/2 million cartons of 9 percent more than that of the 1961-62 season, despite crippling losses to navel oranges particularly during the cold weather of last January."

Sales cost of the organization were 2.7 percent of the \$222 million sales volume of fresh fruit and products, Wilcox noted. Sunkist's costs were lower this year despite the general rising cost trend. The general manager further predicted that unit costs for the coming year would be lower than for the year just past.

Wilcox reported also that nearly \$10 million covering marketing and advertising refunds, products pool payments and revolving funds has been distributed to member-shippers of the organization earlier this month.

Fresh Sunkist citrus shipments, including those moving over-water in export channels, were made up of 27.3 million cartons of oranges; 13.8 million cartons of lemons; 2.1 million cartons of grapefruit and 143,000 standard cartons of tangerines. A total of 366,000 tons of all varieties was processed by the two Sunkist products plants.

Commenting on the future of the California-Arizona citrus industry, Wilcox said, "Large scale plantings in Central California, the Coachella valley and in Arizona are assurance that the Pacific Southwest is continuing in the citrus industry," Wilcox said. "Large scale plantings in Central California, the Coachella valley and in Arizona are assurance that the Pacific Southwest is continuing in the citrus business on an increasing volume basis."

The continuing importance of the export market to Sunkist's total marketing operation was indicated.

cated by the 6.7 million cartons of all citrus varieties shipped to European and trans-Pacific markets during the year just closed. First moving in this channel returned over \$21 million.

"The development of the European Common Market and its protectionist agricultural policy has given rise during the past year to considerable concern over export markets of the future," Wilcox said. "The member countries of the Common Market, long important markets for our products, are

(Continued On Page 9)

TO EVERYONE:

A Very Merry Christmas!



May your home be blessed with the warm, uplifting spirit of the holy Christmas season.

GIBSON

Stationery Store

429 N. Main

SU 4-7156

A Tuesday Bonus Store



May Song and Laughter
And Music be Yours
This Christmas Day!

Merry Christmas

Skylark Motel - Paul Bunyan Restaurant

Cor. Morton and Highway 65, Porterville



Greetings

We wish you a Christmas that's as merry as the tinkle of sleigh bells . . . as full of mirth and gladness as the laugh of a child. As full of wonder as a toddler's first look at Santa's gifts. Along with this, may you enjoy peace, happiness and prosperity now and all year long.

Free Delivery

**J&J PRESCRIPTION
PHARMACY**

A Tuesday Bonus Store

317 E. Cleveland

Phone 784-4015

Concrete Pipe

— IRRIGATION PIPE —
Installation Guaranteed

For Better Service To You We Use
2-Way Radio Communication Thru
Porterville Radio Dispatch.

**NELSON CONCRETE
PIPE CO.**

Phone SU 4-5362

Porterville



SUNKIST SALES

(Continued From Page 8)

reluctant to grant improved conditions of access for citrus from outside countries."

Sunkist is representing the California-Arizona citrus industry at hearings now being conducted before the Tariff commission and the Trade Information committee in Washington, D.C., and has submitted briefs which substantiate the industries' position on this vital subject.

Wilcox pointed to the Pacific export area, with its great population and increasing buying power, as a prime future market for California-Arizona citrus.

Touching briefly on the 70th year anniversary of the organization, Wilcox said that today, as in 1893, cooperation is essential to the industry's economic existence. He pointed to the profound changes in the field of food distribution, stating the market is larger, more sophisticated and more complex and "the need for grower unity is intensified far beyond anything contemplated when the organization was founded." He called for intensified efforts to adjust with the changes in distribution and to keep pace with progress.

ART STUDENTS at Porterville High School got some practical experience and at the same time brought a nice atmosphere of Christmas to the Porterville State hospital when they painted murals on outdoor

walls of wards on the hospital grounds — 34 murals in all. Picked as winners were the above works (we can't do them justice in black-and-white), from the top: Sweepstakes award, scene drawn by Sharon Springmeyer and Barbara Dozier; first place, Linda Moore; second, Bonnie Mohler; third, Bob Alcatarras and Steve Pixler; and fourth, Sherry Ferraiz and Darlene Plamenatz. Murals are lighted at night; the public is invited to drive through hospital grounds and view them. (Farm Tribune photos)

Del Vac Farms Holstein Tops Herd Association

VISALIA, Dec. 26 — The November report of the Tulare County Dairy Herd Improvement association lists a registered Holstein cow, owned by Del Vac Farms, of Tulare, as having completed the highest lactation of any cow in the association during the month. This registered Holstein cow, num-

ber 333, produced 26,303 pounds of milk and 840.6 pounds of butter during her 305-day lactation.

The leading first-calf heifer in the association to finish a lactation during the month of November was a grade Holstein, number 11, owned by Luiz Menezes & Sons of Tulare. This heifer produced 18,350 pounds of milk and 646.6 pounds of butterfat during her 305-day lactation.

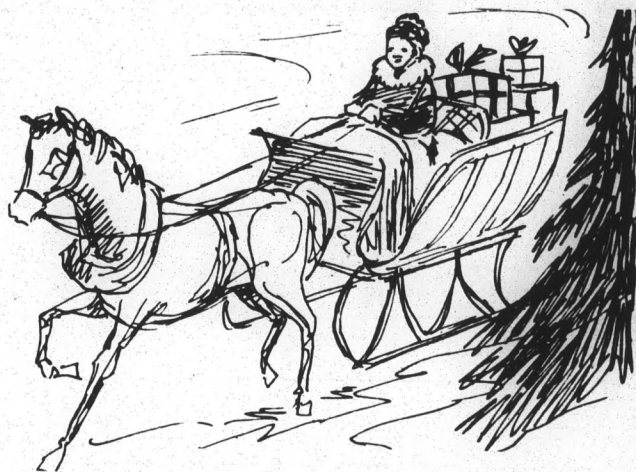
May all your days be illuminated with the radiant love of God now and in the coming year.



NOEL

RAY and MARY HOLLOWAY
"Trust in us to get action for you"

GREETINGS
From
HOLLOWAY
AUCTION
COMPANY



WISHING ALL OF YOU A MERRY CHRISTMAS

BUILT-RITE HOMES

Ed McComb, LeRoy McKnight, and Bob Dorough
810 E. Date Street Phone SU 4-8608



TO OUR MANY
FAITHFUL
CUSTOMERS



NEW BUILDING — NEW LOOK — SAME FAST SERVICE

Try Our Two New Heated and Cooled Patios

COLEMAN'S WALK-UP

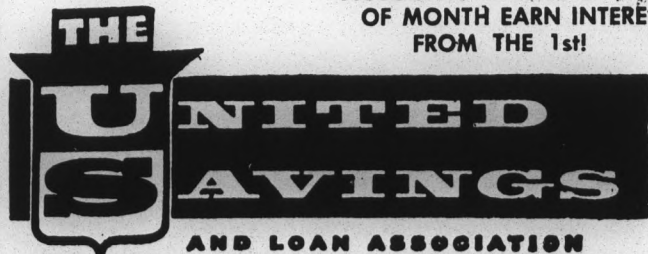
L. E. and FRED COLEMAN
615 W. OLIVE Across the Street from the High School PHONE 784-1034

IS YOUR SAVINGS INSURED? EARNING 4 3/4 % PER ANNUM?
DON'T LOSE INTEREST IN PORTERVILLE
SAVE WITH US!

EARN A BIG **4 3/4 %** PAID QUARTERLY

PER ANNUM

ACCOUNTS OPENED BY 10th
OF MONTH EARN INTEREST
FROM THE 1st!



Main Office
324 Main St.
Porterville

Member Federal Savings
& Loan Insurance Corp.
Federal Home Loan Bank
System

1123 Main St.
Delano
Phone 3817



WE WANT TO SERVE YOU



THE VEST POCKET MARKET

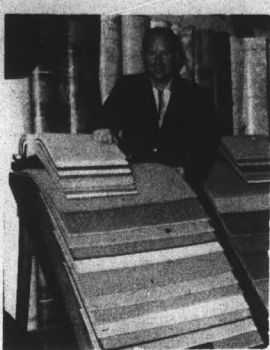
With the Super Market Stock - Service - Prices
No need to walk blocks to find needed items

Open Daily & Sundays, 7 a.m. - 10 p.m.



**SPECIAL
BARGAINS
EVERY DAY**

Corner North Main
and Henderson
Phone 784-1570



Now you can have LUXURY UNLIMITED

underfoot... at prices that will
pamper your budget. Miles of
textured broadloom in a world
of basic and decorator colors.

**Expert Installation
Free Estimates**

**Western
FLOOR COVERING CO.**

901 W. Olive



Mr. Blackburn and Jay
Pettit who operate the
machine that gives your
clothes "bright as new"
deep cleaning

Attention To Details
in our professional
**DRY CLEANING
SERVICE**

No extra charge for...

Minor Repairs
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New City Cleaners

Olive at Hockett Pick-Up - Delivery Phone 784-1164

For ONLY 1 2/3¢ Per Day



TOTAL DISABILITY PAYMENTS

Should you be totally disabled because
of an auto accident, Farmers coverage
provides benefits up to \$50 a week for
as long as you're disabled—even for life.



Chas. E. McLaughlin

820 W. Olive

SU 4-2954

Complete line of...
FAIRBANKS-MORSE PRODUCTS
All Makes and Models of Pumps Repaired — Wells Cleaned

CALL US FOR FREE ESTIMATES



1207 W. Olive PORTERVILLE CALIF

the magnificent Magnavox

**QUALITY LEADER IN HOME ENTERTAINMENT
INSTRUMENTS**

- Stereophonic High Fidelity
- Quality Television
- Portable Stereo
- Transistor Radios
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- Portable TV
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Exclusively at:

BYRON G. WADE

SU 4-0347

216 W. Olive

"Electronics Is Our Business"

"Who We Serve Is A Measure Of How We Serve"



Many Thanks for your steady patronage
during the past year, and many sincere
wishes for the season to all.

Dean Hahn, manager, and Staff

A Merry Christmas



**To All
Our Many
Friends**



519 Second

Ph. 784-7720

SIMPSON'S AUTO PARTS

1606 N. MAIN PORTERVILLE

Distributors of

- DELCO Batteries
- FRAM FILTERS
- JOHNS-MANVILLE Brake Lining
- DAYTON Fan Belts and Radiator Hose
- MAREMONT Mufflers and Tail Pipes
- CHAMPION Spark Plugs
- PARTEX Rebuilt: Fuel Pumps, Starters, Generators, Water Pumps, Clutches

OPEN SATURDAY AND SUNDAY

After hours call at C "Del" Simpson's
Thrifty Service Stations

Main and Cypress Freeway 65 and Henderson



Carrier



Joe Cemo
spends hours
of planning after measuring your home
for **CARRIER AIR CONDITIONING**
Leads the Nation in The Best In Value
Joe Cemo's Dependable

AIR CONDITIONING — REFRIGERATION — HEATING
Your Comfort Is Our Business

1101 W. Olive

784-2543



MEATS

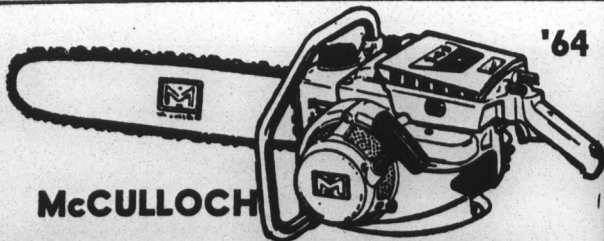
Top Quality — Budget Prices

- MEAT CUTTING
- PREMIUM WRAPPED
- FREEZING

Frozen Food Lockers For Rent

Jones Locker Service

1140 W. Olive — Porterville — Phone SU 4-0497



**McCULLOCH
CHAIN SAWS AND ACCESSORIES
SALES AND SERVICE**

PORTERVILLE HARDWARE CO.
"THE HARDWARE PEOPLE"

Over 20,000 Items For

232 N. Main

Your Convenience

SU 4-0165



The New '64s
are pouring in

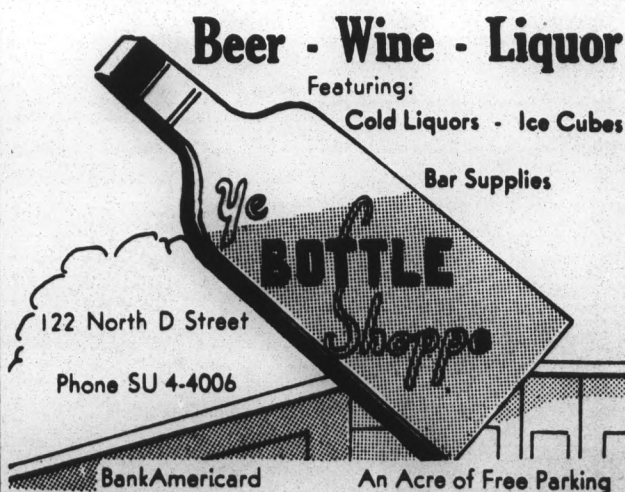
at **MEL'S**

RCA WHIRLPOOL
and PHILCO
WASHERS and DRYERS

BEFORE IT REALLY POURS
Come in and get your new Dryer

Beer - Wine - Liquor

Featuring:
Cold Liquors - Ice Cubes
Bar Supplies



122 North D Street

Phone SU 4-4006

BankAmericard

An Acre of Free Parking

USE THE Classified

**BUY IT! SELL IT!
TRADE IT!**

NOTICE

Responsibility for an error in any advertisement will be assumed by The Farm Tribune for only one publication of said advertisement.

RATE

First publication \$.05 per word; repeat without change \$.025 per word. Minimum \$1.00.

MAYTAG SALES & SERVICE—

"We sell the best and repair the rest." B & B Appliance Center, 514 S. Main, SU 4-6484 nov17tf

WANTED—Scrap Iron and Metal, GRAY WRECKING CO. New location, old 65 highway and Orange avenue. (Old Plano Packing house.) Phone SU 4-7407. t28tf

KEEP OUT — Also Signs for all occasions at The Farm Tribune Office, 3rd at Oak, Porterville.

LOANS

**YOU MAY BORROW
THE CASH YOU NEED
FOR
CHRISTMAS**

Sample Payment Plan

Cash to you	No. Pymts.	Mo. Pymts.
503.73	12	48.00
504.35	18	34.00
504.13	24	27.00
1009.98	24	52.00
2005.82	36	71.00

Other Loans \$50 and Up

Finance & Thrift Co.
420 N. Main 784-1780
Porterville

MOUNTAIN GROWN APPLES—
1½ miles below Springville, highway 190, Buckhorn Stand. Bring container. n7tf

PECANS For Sale — Soft-shelled Mahens. Also Persimmons. 1050 Mulberry, Porterville. d12-3

Title Insurance and Trust Company



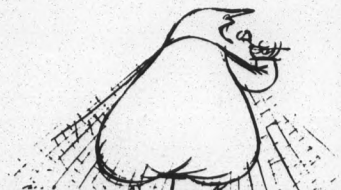
**COMPLETE TITLE and
ESCROW SERVICE
In Tulare County**

**PORTERVILLE
OFFICE**
915 N. Main
784-7370

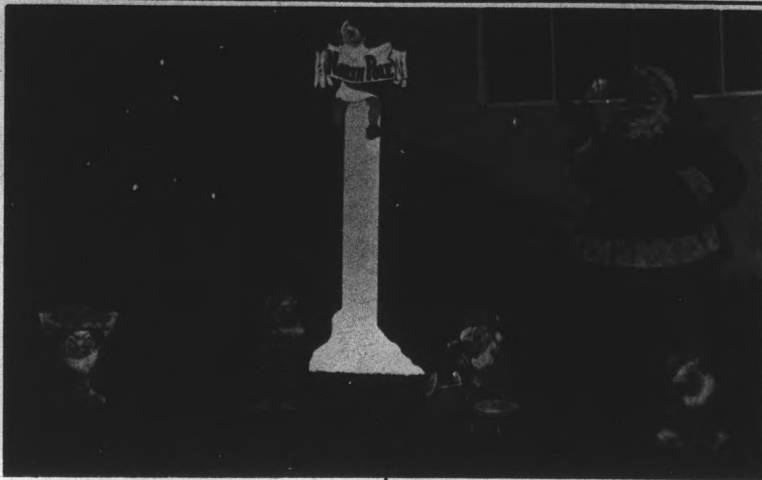
**VISALIA
OFFICE**
320 W. Main
732-2271
Direct Line
from Porterville
Ph. 784-8593

Don Wuertly, Mgr.

*Your Heart Association Says
DON'T BE A FUTURE CARDIAC*



This chap eats too much. Shows too, doesn't it? Not only has he spoiled his figure, but Your Heart Association says over-eating can spoil his health. Carrying all that extra load can hurt his heart. Keep your weight normal.



CHRISTMAS In Porterville

LEGAL NOTICE

COUNTY OF TULARE STATE OF CALIFORNIA NOTICE TO CONTRACTORS

Office of the Clerk of the Board of Supervisors of the County of Tulare, State of California.
Sealed proposals will be received at the office of the Clerk of the Board of Supervisors, Room 301, Tulare County Civic Center, Visalia, California, until 10 o'clock a.m., January 21, 1964, at which time they will be publicly opened and read, for construction in accordance with the Plans and Specifications, therefore, to which special reference is made of a portion of Tulare County as follows:

For Tracts 25, 42, 175 and 330 east of the City of Porterville, a concrete pipeline to be constructed.

Bids are required for the entire work as shown on the plans and as specified in the Standard Specifications and these Special Provisions.

County Road Commissioner's Estimate

- | Item | Units | Description |
|------|------------|--|
| 1. | 720 L.F. | 12" Diameter County Standard type concrete culvert pipeline. |
| 2. | 2,430 L.F. | 18" Diameter County Standard type concrete culvert pipeline. |
| 3. | 7 each | 18" Square drop inlets. |
| 4. | 3 each | Concrete manholes. |

The foregoing quantities are approximate only, being given as a basis for the comparison of bids.

In accordance with the provisions of Section 1770 et seq. of the Labor Code, the Board of Supervisors of the County of Tulare has ascertained the general prevailing rate of wages applicable to the work to be done to be as follows:

Classification	Skilled Labor
Carpenter	4.25 1/2
Cement Finisher	4.05
Concrete Mixer Operator (up to 1 yard)	3.98
Concrete Mixer Operator (over 1 yard)	4.43
Operator of power shovel or other excavating equipment, shovel type controls (over 1 yard)	5.06
Operator of power shovel or other excavating equipment, shovel type controls (up to and including 1 yard)	4.93
Reinforcing Iron Worker	4.50
Structural Iron Worker	4.75
Roller Operator	4.48
Tractor Driver	4.64
Truck Driver (8 C.Y. water level capacity or more)	4.20
Truck Driver (6 C.Y. and less than 8 C.Y. water level capacity)	3.95
Truck Driver (4 C.Y. and less than 6 C.Y. water level capacity)	3.74
Jackhammer Operator	3.675
Oil Power Shovels or Cranes	3.83
Truck Driver (less than 4 C.Y. water level capacity)	3.665
Flagman	3.425
Laborer	3.425

Positions not listed above will be allocated in accordance with the definitions which appear in the Special Provisions, as interpreted in the light of this classification.

The minimum wage paid to all skilled labor, for which rates are not

shown, shall be not less than \$3.47 1/2 per hour.

The minimum wage paid to all intermediate labor, for which rates are not shown, shall be not less than \$3.22 1/2 per hour.

The minimum wage paid to all unskilled labor, for which rates are not shown above, shall be not less than \$3.22 1/2 per hour.

Overtime — one and one-half (1½) times the above rates for first four hours after regular eight hours, thereafter double time.

Sundays and Holidays — double the regular straight time rate.

The foregoing quantities are approximate only, being given as a basis for the comparison of bids, and the Board of Supervisors of the County of Tulare does not, expressly or by implication, agree that the actual amount of work will correspond therewith, but reserves the right to increase or decrease the amount of any class or portion of the work, as may be deemed necessary or expedient by the said Board of Supervisors.

The attention of bidders is particularly directed to the provisions of Section 7-1.01F, of the Standard Specifications regarding the use of domestic materials and also to the provisions of Sections 8-1.01 and 8-1.02 of the Standard Specifications, regarding subcontracting and assignment of the contract, respectively.

All bids are to be compared on the basis of the Road Commissioner's estimate of the quantities of work to be done.

No bid will be accepted from a contractor who has not been licensed in accordance with the provisions of Chapter 9 of Division 3, of the Business and Professions Code.

Plans may be seen and the forms of proposal, bonds, contract, and specifications may be obtained at the office of the Road Commissioner, Room 203, County Civic Center, Visalia, California.

A representative from the Road Commissioner's office will be available to accompany prospective bidders for an inspection of the work herein contemplated and contractors are urged to investigate the location, character and quantity of work to be done, with a representative of the Road Commissioner.

No bid will be received unless it is made on a blank furnished by the Road Commissioner. The special attention of prospective bidders is called to the "Proposal Requirements and Conditions" annexed to the blank form of proposal, for full directions as to bidding, etc.

Each proposal must be accompanied by a verified statement of experience and financial condition.

The Board of Supervisors reserves the right to reject any or all bids.

By order of the Board of Supervisors.

CLAUDE H. GRANT, County Clerk and Ex-Officio Clerk of the Board of Supervisors of the County of Tulare.
By: JAY C. BAYLESS, Deputy d26.12

General Hauling

Phone SU 4-1224

MOORE'S TRANSFER

RODGERS L. MOORE

Where Your Patronage
Is Appreciated

810 W. Olive Porterville

Editorial Comment



What better editorial comment is there — Santa Claus and children, a great combination this time of year. The jolly fellow with the white whiskers is Jim Hatcher; Santa's appearance was at annual Christmas party of Porterville City Employees and their families, Thursday night at the Fraternal Center.



*"At Christmas Play and Make Good Cheer,
For Christmas Comes But Once a Year!"*

GANG SUE'S TEA GARDEN

1200 North Main

Phone SU 4-1900

CHRISTMAS



We wish our customers and employees a
Merry Christmas and a Happy New Year.

UNIGAS, INC.

Formerly C & R PROPANE SERVICE

1320 W. Olive Street

Phone 784-0610

CHRISTMAS



MANY thanks to our customers for your steady support during the past year, and many sincere wishes of the season to all. Be seeing you soon!

FARMERS INSURANCE GROUP

CHARLES and PAT McLAUGHLIN

820 West Olive

Phone 784-4967

*Merry
Christmas*

To all our friends . . . both old and new . . . we send our warmest Christmas wishes this holiday season. We sincerely hope that you will enjoy richest blessings now and through the bright new year to come.

JOE COBB AUTO PARTS

JOE and VIVIAN COBB

206 N. Second Ave.

Phone 784-0524



CHRISTMAS IN PORTERVILLE

Irrigation Systems Installed and Guaranteed

Foundation Piers — Gates and Valves
Trenches Dug and Back-filled
Grease Traps

Bob Jurkovich & Sons

Porterville Cement Pipe Co.

Plant: South Main Street

Phone SU 4-6187

Porterville



OUR CHRISTMAS WISH

Today as we remember Mary sweet and mild
As we recall her gladness as she gazed upon
the Child,
May we, too, feel the peace divine, the hope
and joy she knew

RALPH SMITH CHEVRON STATION

Truck Rentals — U-haul Service
331 South Main Phone SU 4-9881

National Scene

by James W. Douthat

Washington, Dec. 18.—The value of a session of Congress should never be judged on the basis of the volume of legislation enacted.

While approval of measures in the national interest is highly desirable, Congress also performs an invaluable function by adopting a "Stop-Look-Listen" attitude toward unwise proposals.

The 1963 session did not accomplish a great deal of a positive nature, but the legislators refused to approve a large number of proposals which opponents contended would have vastly increased federal spending, centralized additional power in the fed-

eral government and the presidency, and further regimented industry and the people.

But—and this is a highly important but—the 1964 session picks up exactly where the 1963 one left off, and determined efforts will be made to push much of the pending legislation to enactment next year.

So, what industry really has gained is a reprieve so far as legislation it opposes is concerned.

At the same time, industry has a new opportunity to urge approval of measures it favors—such as tax rate reform which would make more investment capital available to create jobs and to expand the economy.

Legislation passed during the 1963 session included proposals for equal pay for women, compulsory arbitration of a railroad labor dispute, expanded federal activity against air pollution, and federal subsidies for some educational programs, as well as Senate ratification of the limited nuclear test ban treaty.

The Administration's tax bill was passed, in modified form, by the House—and the Senate Finance Committee concluded hearings on Dec. 10. Final action, retroactive to Jan. 1, is generally expected during the early months of

the new year.

Civil rights legislation was approved by the House Judiciary Committee and Chairman Smith (D-Va.) of the Rules Committee has promised hearings "reasonably soon" on whether to send the measure to the floor for a vote. A filibuster awaits in the Senate.

A not inconsiderable amount of time was consumed by charges from liberals that Congress should change its rules so as to expedite approval of legislation proposed by the President.

An answer to this philosophy, of government was given by Rep. Ford (R-Mich.) in a speech to the national convention of the American Farm Bureau Federation.

Pointing out that 207 requests for money and 70 requests for additional presidential power had been submitted to Congress by the President during the first six months of the session, Rep. Ford added:

"Suppose we had just rubberstamped everything that came before us. Would we have been serving the nation's present and future welfare?"

"We would not! We would, instead, have plunged this nation into a red-tape nightmare of regimentation and controls, mortgaged our future, and renounced our responsibility."

Eighty per cent of the auto trips made annually in passenger cars in the nation are under 10 miles.

Merry Christmas



"PEACE on
Earth, GOOD
WILL to Men . . ."

WE extend the heartiest Christmas wishes to one and all of our friends.

Jones...
HARDWARE CO.

ESTABLISHED 1899

P. O. BOX 230
PORTERVILLE, CALIFORNIA

Professional health supplies

■ A lot of stores sell health supplies of one kind or another, but we, as professional pharmacists, are dedicated and educated to be sure that you receive the proper health supplies. We gladly assume this responsibility. The potency, safety, and quality of these products are our prime concern. Since these things can be important, it makes sense to buy your health supplies from us.

Cobb
DRUG COMPANY
401 N. MAIN 784-5824